According to Apple research, there are only three reasons why you still haven't bought a Macintosh.

1. Macintosh isn't affordable.

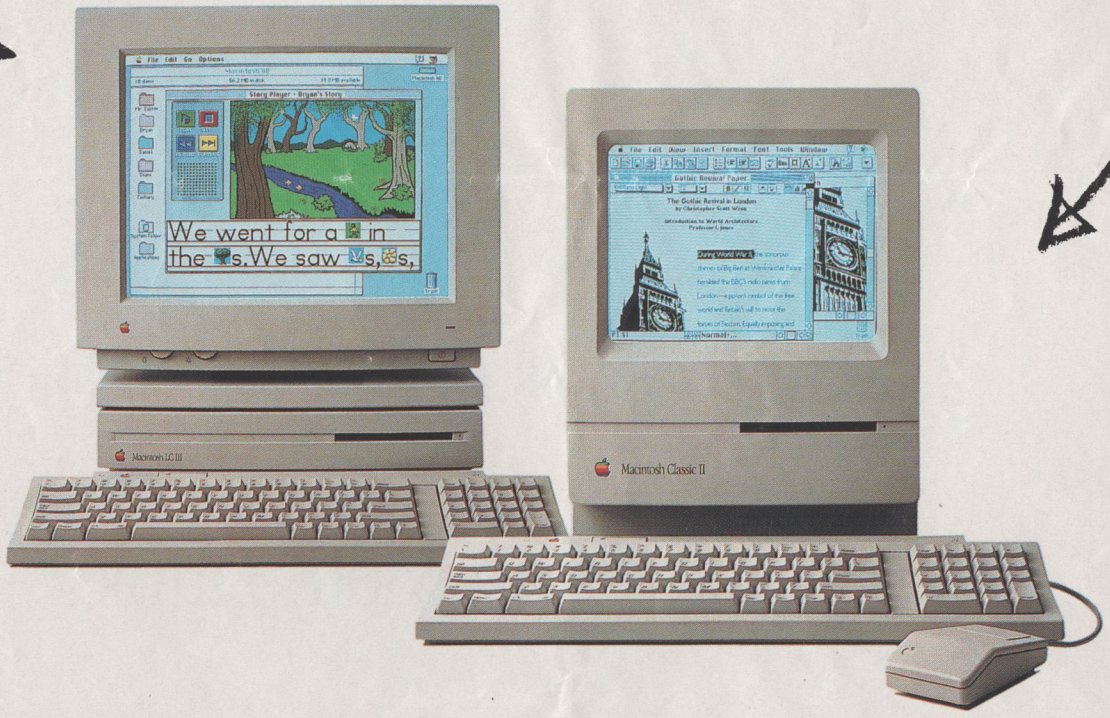
2. Macintosh is only for graphics.

3. Macintosh isn't compatible.

Apple

The Macintosh LC III
£1,150*

The Macintosh
Classic II
£695**



Now, almost anyone can afford the simplicity and productivity of an Apple™ Macintosh™ personal computer.

These low-cost Macintosh models are as easy to learn, set up and use as any Macintosh. So they'll save you time as well as money. (Macintosh is famous for reducing training and support costs[1].)

And the modest price includes things a lot of PC clones don't: sound support, high resolution video support, a mouse and a keyboard. They even include networking and file sharing software that enable even the smallest business to afford a time-saving computer network.

So the question is: should you buy one for home? For the office? Or both?

* Suggested Retail Price, May 1993, for Macintosh LCIII 4/80, with a Macintosh Colour Display, excluding VAT @ 17·5%. ** Suggested Retail Price, May 1993, for Macintosh Classic II 4/80, excluding VAT @ 17.5%.
1. "Desktop technology. A cost-benefit analysis". A life-cycle study conducted by Gartner Group Inc. November 1992.

According to Apple research, there are only two ~~three~~ reasons why you still haven't bought a Macintosh.

1. ~~Macintosh isn't~~ affordable.
2. Macintosh is only for graphics.
3. Macintosh isn't compatible.

Lotus 1-2-3
WordPerfect
AutoCAD
FileMaker Pro
QuickMail

Today's Macintosh computers have the power to make over 6,000 serious business programs easier to use. Powerful applications – from accounting and database to factory floor management – including Lotus 1-2-3®, WordPerfect® and FileMaker Pro®.

Choose the near-workstation performance of Macintosh Quadra™ for number crunching; the anywhere, anyplace, anytime flexibility of Macintosh PowerBook™ for sales calls; or the value of the Macintosh LCIII for anyone in your company. In all, there are 17 different models. So whatever job you do, there's a Macintosh that will make it easier for you to do it.

According to Apple research, there ~~are~~ only is one ~~three~~ reasons why you still haven't bought a Macintosh.

1. ~~Macintosh isn't affordable.~~
2. ~~Macintosh is only for~~ graphics.
3. Macintosh isn't compatible.

Macintosh connects with PCs over a network

Add SoftPC and run MS-DOS software

Apple SuperDrive reads MS-DOS floppy disks

Today's Macintosh computers are designed to work with the MS-DOS® compatible PCs you already own. You can easily exchange files between a PC and a Macintosh – with a floppy disk or over a network. Add SoftPC software, and a Macintosh can even run MS-DOS programs.

So now, you can move to the simplicity, productivity and flexibility of Macintosh without sacrificing any of your investment in MS-DOS files or software.

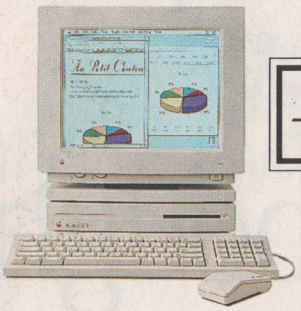
According to Apple research, ~~there are only three reasons why~~ you still haven't bought a Macintosh.

1. ~~Macintosh isn't affordable.~~

2. ~~Macintosh is only for graphics.~~

3. ~~Macintosh isn't compatible.~~

The benefits of a Macintosh are endless. Unfortunately these Summer Specials aren't.



-30%*

For £850[1], you could buy a Macintosh LCII 4/80 with a Macintosh Colour Display – giving you a low-cost colour system suitable for a wide range of uses.

-35%*

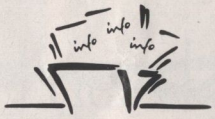
At £1,150[2], the Macintosh LCIII 4/80 with a Macintosh Colour Display is just as flexible as the LCII, but gives you twice the speed, more display options and potential for expansion.

-24%*

The combination of a Macintosh Centris 610 4/80 with a Macintosh Colour Display and a Personal LaserWriter NTR is designed to meet the needs of business power users, both today and tomorrow. For a complete package price of £2,795[3].

-23%*

The Macintosh PowerBook Duo 230 4/80† is a slimline portable notebook, that transforms itself into a powerful desktop computer, complete with a DuoDock and a Macintosh Colour Display. For the all-in price of £2,495[4].



Information Pack

With 17 different Macintosh computers to choose from (and four Summer Specials until September 24th) the issue isn't whether there's a Macintosh to meet your specific needs. It's why there's not one already doing it. To find out which Macintosh suits you best, call us free on 0800 127753 and we'll give you the address of the nearest participating Authorised Apple Reseller. Or you can ask for a free Apple information pack filled with product specifications, comparison studies and other vital facts to show you how Macintosh can save you time and make you money. According to our research, there's no reason not to.

Apple®

*Based on reductions in Suggested Retail Price, May 1993 from participating Apple Authorised Resellers. 1. Suggested Retail Price, May 1993, for Macintosh LCII 4/80 with a Macintosh Colour Display, excluding VAT @ 17.5%. 2. Suggested Retail Price, May 1993, for Macintosh LCIII 4/80 with a Macintosh Colour Display, excluding VAT @ 17.5%. 3. Suggested Retail Price, May 1993, for Macintosh Centris 610 4/80 with a Macintosh Colour Display and a Personal LaserWriter NTR, excluding VAT @ 17.5%. 4. Suggested Retail Price, May 1993, for Macintosh PowerBook Duo 230 4/80 with a DuoDock and a Macintosh Colour Display, excluding VAT @ 17.5%. † The additional PowerBook Duo is displayed for promotional purposes only. Copyright 1993, Apple Computer, Inc. The Apple logo is a registered trademark, and Apple, Apple SuperDrive, Macintosh, Macintosh Centris and PowerBook are trademarks of Apple Computer, Inc. registered in the US and other countries. Classic is a trademark licensed to Apple Computer, Inc. All other trademarks are recognised as belonging to their respective parent companies and are mentioned for informational purposes only and constitute neither an endorsement nor a recommendation.